What prevents good ideas from being implemented?

- A lack of awareness (i.e. – "I am not familiar with that new idea.")

- A lack of understanding (i.e. – "I am familiar with it, but I don't fully understand why it is so consequential.")

- A lack of motivation (i.e. – "I am familiar with it and understand it, but I prefer the old way of doing business."; "I have too many other things on my plate to take the time to explore it.")